

ORDER



Orders

Order / Rev:	69407
Alt Order #:	/Brad
Product Desc:	60 Plus Association
Estimate:	86
Flight Dates:	11/01/12 - 11/05/12
Original Date / Rev:	10/31/12 / 10/31/12
Order Type:	GENERAL

WHP-TV CBS21

Primary AE:	Millennium Washington DC
Sales Office:	MNAT
Sales Region:	National

Agency

Name:	Mentzer Media Services
Buying Contact:	
Billing Contact:	
	600 Fairmount Ave
	Towson, MD 21286

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser

Name:	60 Plus Association
Demographic:	A35+
Product Codes:	Issues/Propositions
Priority:	P-1
Revenue Codes:	AGY, POL-ISS, GEN

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/29/12	11/05/12	30	\$36,190.00	\$30,761.50	November 2012	30	\$36,190.00	\$30,761.50	0.00
					Totals	30	\$36,190.00	\$30,761.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share	Share	Total
WHP-TV CBS21	28%	\$36,190.00
Market	100%	\$129,250.00

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	72%	\$93,060.00
WGAL	0%	\$0.00
WHTM	0%	\$0.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WHP	11/01/12	11/02/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	---TF--	:30	2	\$325.00	P-1	0.00	NM	2	\$650.00
E 2	WHP	11/01/12	11/02/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	---TF--	:30	2	\$325.00	P-1	0.00	NM	2	\$650.00
E 3	WHP	11/01/12	11/02/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	---TF--	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
E 4	WHP	11/02/12	11/02/12	CBS Evening News CBS Evening News	CM	630p-7p	----F--	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating					
Week:		10/29/12		-----F--		1		\$1,500.00		0.00					
E 5	WHP	11/01/12	11/02/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	---TF--	:30	4	\$1,500.00	P-1	0.00	NM	4	\$6,000.00

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Advertiser: 60 Plus Association
Product Desc: 60 Plus Association
Estimate: 86

WHP-TV CBS21

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WHP	11/01/12	11/02/12	M-F	7p-730p	CM	7p-730p		--TF--	:30	4	\$1,500.00	P-1	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 10/29/12	11/04/12	--TF--		4	\$1,500.00	0.00									
E 6	WHP	11/01/12	11/02/12	M-F	730p-8p	CM	730p-8p		--TF--	:30	4	\$2,000.00	P-1	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 10/29/12	11/04/12	--TF--		4	\$2,000.00	0.00									
E 7	WHP	11/01/12	11/01/12	Thu	Reg 2	CM	9p-10p		--T---	:30	1	\$2,250.00	P-1	0.00	NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 10/29/12	11/04/12	--T---		1	\$2,250.00	0.00									
E 8	WHP	11/01/12	11/03/12	Sa	7p-730p	CM	7p-730p		-----S-	:30	1	\$475.00	P-1	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 10/29/12	11/04/12	-----S-		1	\$475.00	0.00									
E 9	WHP	11/03/12	11/03/12	Sat	Reg 3	CM	10p-11p		----S-	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 10/29/12	11/04/12	----S-		1	\$1,000.00	0.00									
E 10	WHP	11/03/12	11/04/12	Sa-Su	6p-630p News Rd&M	CM	6p-630p		-----SS	:30	2	\$295.00	P-1	0.00	NM	2	\$590.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 10/29/12	11/04/12	-----SS		2	\$295.00	0.00									
E 11	WHP	11/04/12	11/04/12	CBS Sun	Morning	CM	9a-1030a		-----S	:30	1	\$475.00	P-1	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 10/29/12	11/04/12	-----S		1	\$475.00	0.00									
E 12	WHP	11/01/12	11/04/12	Sun	Reg 1	CM	7p-8p		-----S	:30	1	\$4,250.00	P-1	0.00	NM	1	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 10/29/12	11/04/12	-----S		1	\$4,250.00	0.00									
E 13	WHP	11/05/12	11/05/12	M-F	5p-530p News	CM	5p-530p		M-----	:30	1	\$325.00	P-1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 11/05/12	11/11/12	M-----		1	\$325.00	0.00									
E 14	WHP	11/05/12	11/05/12	M-F	530p-6p News	CM	530p-6p		M-----	:30	1	\$325.00	P-1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 11/05/12	11/11/12	M-----		1	\$325.00	0.00									
E 15	WHP	11/05/12	11/05/12	M-F	6p-630p News	CM	6p-630p		M-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 11/05/12	11/11/12	M-----		1	\$400.00	0.00									
E 16	WHP	11/05/12	11/05/12	CBS	Evening News	CM	630p-7p		M-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 11/05/12	11/11/12	M-----		1	\$1,500.00	0.00									
E 17	WHP	11/05/12	11/05/12	M-F	7p-730p	CM	7p-730p		M-----	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 11/05/12	11/11/12	M-----		2	\$1,500.00	0.00									
E 18	WHP	11/05/12	11/05/12	M-F	730p-8p	CM	730p-8p		M-----	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 11/05/12	11/11/12	M-----		2	\$2,000.00	0.00									

Totals

30

\$36,190.00